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U.S. Department of Agriculture

Agricultural Marketing Administration

Commodity *PEACHES*
Marketing area *NATIONAL*
Time *JULY 16 to AUGUST 5*

FOR USE AFTER JULY 2, 1942

WASHINGTON, D. C.

Peaches will be featured as a Victory Food Special by retailers throughout the country in a merchandising drive scheduled for the period July 16 to August 5 when total supplies on consumer markets will be at their peak.

Store advertising and special displays during the sale period will focus consumer attention on the abundance of peaches available this season. In featuring them as a Victory Food Special, the Nation's food merchants are cooperating with the Agricultural Marketing Administration of the U. S. Department of Agriculture in its program for conserving food and broadening market outlets for producers of crops in seasonally heavy supply.

Quantities of peaches on consumer markets during the period July 16 to August 5 will be large during the first week of the period, increasing in volume in the last two weeks. Heaviest shipments will come from Georgia slightly after the middle of July. Carolina and Arkansas peaches will come into markets in greatest volume during the latter part of July and early August. California peaches will be plentiful in markets during July and August. Later shipping areas in northern parts of the country will be the principal sources of peaches in August and September.

For the country as a whole, this year's production of peaches, exclusive of California clingstones which are used

mostly for commercial canning, is about 50,000,000 bushels, a fourth greater than average although somewhat smaller than last year's bumper crop. Production in the ten southern early peach growing States is estimated at about 21,900,000 bushels, which is 51 percent above average. For other parts of the country, the peach crop is estimated at over 27,900,000 bushels, or 11 percent above average.

Standing on its merits as a dessert fruit, the peach has been popular longer than man can remember. Before history books began, man was eating peaches fresh out of hand.

With many a bite of peach goodness in store this summer, home-makers may want to check up on some of the vital statistics of the peach.

If you want dietetic justification for eating melt-in-the-mouth peaches, here it is from the Bureau of Home Economics.

OUR FARMERS are on an all-out war basis. They are producing more food than they ever grew before. Now and then, due to super-abundant harvests, exceptional weather, or wartime bottlenecks, unusually large supplies of some foods become available. They must move to market promptly or be wasted. These are **VICTORY FOOD SPECIALS**. The more Victory Food Specials are consumed, the less will be the pressure on foods needed for the war. Food merchants are cooperating with the Agricultural Marketing Administration by featuring these Specials in their stores. You can help to prevent the waste of good food and to stretch consumers' food money by giving this news wide distribution.

Peaches are good sources of vitamin A--especially the yellow peaches. Many of the yellow-fleshed varieties rate excellent in this respect. Peaches also contain vitamin C, vitamin B₁, and a little vitamin G or riboflavin.

Remember when you go shopping that the peach is the gay deceiver of the fruit world. So never pass snap judgment on peaches when you look them over to buy--advise the expert fruit graders. A peach with a rosy blush may be a thing of beauty, but it's not necessarily a ripe peach--unless the background color has also changed from its original green to whitish or yellowish.

Good peaches should be fairly firm. This is evident from the appearance of the fruit--or from examining one or two of the lot. It's not good shopping etiquette to pinch every peach. Each pinch means another bruise.

It's hard to beat peaches raw--either with or without cream. That's the way to eat them to get full benefit of their vitamin content.

Make peach pie--after the fashion of apple pie. Make it covered or uncovered--or with crisscross strips of pastry for the top crust.

In salads, combine peaches with other fresh fruits, nuts, cottage cheese. Cut peaches in uniform crescent shapes and combine with other fruits in fruit cups.

Canned peaches are always a popular favorite. To prepare peaches for canning, immerse them in boiling water for about one-half minute or until the skins will slip easily, plunge at once into cold water for a few seconds, remove the skins, cut the peaches into halves, and discard the pits.

Peaches may be packed raw but a better pack is obtained if they are precooked for a few minutes. Precooking brings out juice which is usually sufficient to cover the fruit. Juice

is extracted more readily from sliced peaches than from halves. If peaches are juicy, heat slowly to boiling point, adding sugar to sweeten to taste and help draw out juice. Be careful not to cook peaches until they are soft.

If peaches are of less juicy varieties, a sirup may be prepared, and the peaches then may be precooked like juicy fruit, but in the sirup. To make a thin sugar sirup, boil together 5 cups of sugar and 1 gallon of water for about 5 minutes. Remove any scum on top.

Pack precooked peaches quickly and have glass containers hot before packing. Sliced fruit takes up less jar space. If the fruit is cut in halves, place them pit side down in overlapping layers. Cover the peaches with boiling hot juice or sirup in which they were precooked. If necessary, add a little boiling hot water, since fruit must be covered by liquid.

Adjust caps to partly seal the jars and process precooked peaches in boiling water (212° F.) for 15 minutes. Complete the seal at once when jars are removed from the water bath.

If peaches are packed raw, cover with hot sirup and partly seal the jars. Process in boiling water for 25 minutes if the peaches are soft, or 35 if firm. Complete the seal at once.

Sugar rationing need not interfere with canning peaches. The small amount of sugar ordinarily used is not needed to keep canned fruit from spoiling, but the sugar does help to hold a fruit's flavor and color. Fruits for diabetic diets are commonly canned without sugar. If there is abundant fruit that might go to waste for want of sugar on hand, some may be canned without sugar and sweetened to taste when it is opened, using sugar from the family's current supply. When sugar is omitted, can juicy fruits in their own juices. The less juicy fruits canned without sugar require the addition of water. Use as little water as possible, to preserve the natural fruit flavor